

Executive Proclamation

State of South Dakota

Office of the Governor

Whereas, Bill Honerkamp grew up at a camping resort in the Black Hills of South Dakota, and attended Black Hills State College where he received his BA degree in Communications in 1967; and,

Whereas, Bill spent 4 years in the US Navy as a roving reporter, with assignments that included reporting Apollo moon mission splashdowns, presidential visits, and several trips to Vietnam with combat camera teams; and,

Whereas, In 1972, Bill returned to South Dakota and joined the South Dakota Division of Tourism team as a publicist, was promoted to State Travel Director for South Dakota, and served as director of the State Tourism Office for 8 years; and,

Whereas, Bill assumed the position of President and CEO of the Black Hills, Badlands and Lakes Association in October 1981, leading the nonprofit corporation to a membership base of over 500 members and an annual budget in excess of \$2 million; and,

Whereas, Bill's commitment to carrying out the organization's advertising, press, publications, direct sales, and public relations programs will be long remembered, and has resulted in his receipt of numerous local, regional, and national marketing awards, including the A.H. Pankow Award and the American Advertising Federation Silver Award; and,

Whereas, Bill's efforts to successfully market the Black Hills region have directly benefited the communities and businesses of Western South Dakota; he has been a strong and well-respected advocate for the visitor industry before the South Dakota State Legislature; and has been a strong, articulate, public spokesman for the tourism industry; and,

Whereas, Bill retired as President and CEO of the Black Hills, Badlands and Lakes Association on October 11, 2010, and is being recognized by his colleagues, friends, and family for his numerous contributions to South Dakota's tourism industry, and it is fitting and proper as Governor to make special note of this outstanding South Dakotan on the occasion of his retirement:

Now, Therefore, I, M. Michael Rounds, Governor of the state of South Dakota, do hereby proclaim October 28, 2010, as

BILL HONERKAMP DAY

in South Dakota, and I join with his family, friends, and colleagues in wishing him a fulfilling and happy retirement.



In Witness Whereof, I have hereunto set my hand and caused to be affixed the Great Seal of the state of South Dakota, in Pierre, the Capital City, this Twelfth Day of October in the Year of Our Lord, Two Thousand and Ten.

A handwritten signature of M. Michael Rounds in black ink.

M. Michael Rounds, Governor

Attest:

A handwritten signature of Chris Nelson in black ink.

Chris Nelson, Secretary of State